MAKEGOOD

Agency:	US International Media	**Demo:**	A35+	**Vendor:**	KRCR-TV	**Billing To:**	US International Media Sacramento
Client:	1853 - CA for United MediCal Funding and Accountability		A35+				
Product:	5667 - Prop		W35+				
Estimate:	36742	**Flight Start:**	10/03/2016				
Description:		**Flight End:**	11/13/2016	**AE:**	Terri Wilcox	**Buyer:**	Kelley Afghari
Version:	4	**Makegood #:**	5	**Phone:**		**Phone:**	
Status:	Confirmed	**Comments:**	Other Other				

Line No	Daypart (Program)	Daypart Code	Rate	C/T	Len	Total Spots	A35+ RTG	A35+ CPP	A35+ IMP(000)	A35+ CPM
7	MTuWThF 5:30 PM-6:00 PM (KRCR NWCH7@530)	EN	$162.50	C	15	30 / 28	11.5 / 11.5	$14.13 / $14.13		
	Weeks of: 10/17	**Spots:** -2								
8	MTuWThF 6:30 PM-7:00 PM (KRCR NWCH7@630)	EN	$162.50	C	15	30 / 28	9.6 / 9.6	$16.93 / $16.93		
	Weeks of: 10/17	**Spots:** -2								
10	Su 6:00 PM-6:30 PM (ABC NWS -SUN)	EN	$110.00	C	15	6 / 4	6.7 / 6.7	$16.42 / $16.42		
	Weeks of: 10/17	**Spots:** -2								
29	MTuWThF 5:30 PM-6:00 PM (KRCR NWCH7@530)	EN	$325.00	C	30	10 / 8	11.5 / 11.5	$28.26 / $28.26		
	Weeks of: 10/3	**Spots:** -2								
30	MTuWThF 6:30 PM-7:00 PM (KRCR NWCH7@630)	EN	$325.00	C	30	10 / 9	9.6 / 9.6	$33.85 / $33.85		
	Weeks of: 10/3	**Spots:** -1								
31	Su 5:30 PM-6:00 PM (KRCR NWCH7@530)	EN	$218.00	C	30	2 / 1	5.4 / 5.4	$40.37 / $40.37		
	Weeks of: 10/3	**Spots:** -1								
32	Su 6:00 PM-6:30 PM (ABC NWS -SUN)	EN	$220.00	C	30	1 / 0	6.7 / 6.7	$32.84 / $0.00		
	Weeks of: 10/10	**Spots:** -1								
42	Th 5:30 PM-6:00 PM (KRCR NEWCH 7 @ 5:30P)	EN	$325.00	C	30	0 / 1	0.0 / 11.5	$0.00 / $28.26		
	Weeks of: 10/10	**Spots:** +1								
43	Th 6:30 PM-7:00 PM (KRCR NEWS CH7 @ 6:30P)	EN	$325.00	C	30	0 / 1	0.0 / 9.5	$0.00 / $34.21		
	Weeks of: 10/10	**Spots:** +1								
44	F 5:30 PM-6:00 PM (KRCR NEWS CH7 @ 5:30P)	EN	$325.00	C	30	0 / 1	0.0 / 11.5	$0.00 / $28.26		
	Weeks of: 10/10	**Spots:** +1								
45	W 4:30 PM-5:00 PM (KRCR NEWS SPEC ED @ 4:30P)	EN	$166.50	C	15	0 / 2	0.0 / 9.0	$0.00 / $18.50		

Line No	Daypart (Program)	Daypart Code	Rate	C/T	Len	Total Spots	A35+ RTG	CPP	IMP(000)	CPM
	Weeks of: 10/17	**Spots:** +2								
46	W 5:00 PM-5:30 PM (KRCR NEWS SPEC ED @ 5:00PM)	EN	$162.50	C	15	0 / 2	0.0 / 10.0	$0.00 / $16.25		
	Weeks of: 10/17	**Spots:** +2								
47	F 6:30 PM-7:00 PM (KRCR NEWS CH 7 @ 6:30P)	EN	$325.00	C	30	0 / 1	0.0 / 9.5	$0.00 / $34.21		
	Weeks of: 10/10	**Spots:** +1								
48	Th 5:30 PM-6:00 PM (KRCR NEWS CH7 @ 5:30P)	EN	$162.50	C	15	0 / 2	0.0 / 11.5	$0.00 / $14.13		
	Weeks of: 10/17	**Spots:** +2								
	Totals For Changed Lines: (all lines listed above)				**Spots:**	**89 / 88**				
					Cost:	**$17,566.00 / $17,566.00**				
					CPP & CPM:		**$19.48 / $19.42**		**$0.00 / $0.00**	
					GRP & GIMP(000):		**901.7 / 904.4**		**0 / 0**	
	Totals For Overall Order: (includes entire order)				**Spots:**	**384 / 383**				
					Cost:	**$51,131.00 / $51,131.00**				
					CPP & CPM:		**$21.43 / $21.41**		**$0.00 / $0.00**	
					GRP & GIMP(000):		**2386.0 / 2388.7**		**0 / 0**	